Savant Wealth Management

Client Story

WEALTH ACCESS

Quick Look

FOUNDED:
1986

AUM:
$10.8 Billion

STAFF:
130 – advisors hold advanced degrees and certifications such as CFP®, CPA, CFA, JD

SERVICES:
Comprehensive investment management and financial planning

PRIMARY CUSTODIANS:
Schwab Advisor Services, TD Ameritrade, Fidelity

CLIENT PORTAL:
Wealth Access, Tamarac

CRM:
Salesforce

PORTFOLIO MANAGEMENT:
Tamarac

REBALANCER:
iRebal

Savant Wealth Management is an independent, fee-only wealth management firm dedicated to helping clients work toward maximizing their assets, enhancing the quality of their lives and realizing personal and financial goals. For over 30 years, Savant has provided integrated investment management, financial planning and family office services to individuals, trust funds, retirement plans and non-profits.

With headquarters in Rockford, IL and offices in 7 states, Savant has a long history of innovation and forward thinking as they have consistently grown their firm. As part of that focus, Savant has been on the forefront in investing in key client-facing technology to better nurture their relationships and provide an outstanding client service experience.

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Ellen Poppen
Consultant, former CIO of Savant

"Strategically, we need to have a complete view of our clients' entire financial situations," said Brent Brodeski, CEO of Savant. "Not only to be able to provide better advice, but to also help clients understand their entire financial perspective."

Included in this strategic focus is a clear vision for how and why customer data needs to be presented in a unified way. "We were one of the first in the industry to widely adopt account aggregation systems," said Ellen Poppen, a consultant to and former CIO of Savant. "However, what we found with most systems a few years ago were that they were hard to work with, not stable, not client friendly and were prone to breaking," Poppen noted.

"Additionally, many of the technology solutions only had one source for data, which really became problematic for us as we then had to initiate 'one-offs' to get a client's account in to the system that wasn't fed by its data feeds. This issue led to many manual steps and made us initiate a new search for a better system."

As part of that search, Brodeski, Poppen and Savant explored several account aggregation and client portal systems, finding the process to be very challenging with many of those platforms appearing to over promise more than they could actually deliver, having differing components and with some of them not having the full feature set that Savant required in a professional package.

"It was at that point that we came across Wealth Access and were delighted to find a technology partner that we could work with that actually had wealth management industry experience and knew the issues and challenges we were trying to solve," Poppen said.

"Particularly, the aggregated data feeds from multiple systems and over 20,000 institutions solved our manual 'one-off' problem along with the stability of a committed organization," Poppen noted in describing the key factors for selecting Wealth Access.

Other key features that Poppen and Savant needed were the ability to integrate Wealth Access tightly into their proprietary client portal, providing a Savant-branded experience, with the customer data unification capabilities powered by Wealth Access.

> In today's more competitive and complex wealth management environment, independent firms like us need to have a true technology partner like Wealth Access.
>
> **Ellen Poppen**
> Consultant, former CIO of Savant

"What really separated Wealth Access in our minds is their knowledge of the industry, attention to customer service and working directly with our clients to get accounts set up, if that is what we desired for a particular client," said Poppen. "None of the other platforms had that level of commitment or support, which is truly the difference maker when it comes to client facing technology."

Going forward, Poppen and Savant are excited about the business development opportunities that Wealth Access will create. "One of the first accounts we set up was for a $10 million prospect who while going through the process was reticent to change advisors because his wirehouse advisor offered him an aggregation solution he used each day. Wealth Access allowed Savant to provide an alternative solution that would better unify his financial data, which allowed us to eliminate that final objection and close on the prospect."

"In today's more competitive and complex wealth management environment, independent firms like us need to have these capabilities that Wealth Access provides – our competitors have them, particularly for the larger clients," Poppen noted.

> "What makes it even better is that Wealth Access is truly a partner to us – not just a vendor. To be successful, we need that partnership knowing that Wealth Access is committed to continuing to innovate on the platform, keeping us on the forefront and being able to deliver our service promise to our clients."

Wealth Access Benefits

Remarkable Insights.

With all your customer information together and organized, powerful stories can emerge. Uncover the kind of clear, consistent, and complete views that let you create the experiences your customers crave and your support staff needs to excel.

Unified Customer Data.

The Wealth Access analytics engine rationalizes and enriches data to help you identify risks and opportunities so you can make right-timed decisions and overcome the systems and silos that hold you back.

Hyper-Personalized Experiences.

Create friction-free, intuitive user journeys—for everyone. Wealth Access makes it easy to deliver a living balance sheet and frame a complete financial picture tailored to each person or company you serve.

Bring better insights to your firm.
Schedule a demo to get started.

wealthaccess.com
sales@wealthaccess.com
866.612.0324